

WHAT IS CLAIMED IS:

1. A fuel dispenser advertising system, comprising:
one or more fuel dispensers operable to dispense fuel;
a display subassembly associated with each of said one or more fuel
dispensers for presenting information to a customer; and
5 a master interface system for transmitting said information to each
said display subassembly.
2. The system of Claim 1, wherein each said display subassembly
comprises an electronic display for presenting said information to said customer, said
information comprising audio and video information.
3. The system of Claim 2, wherein said display is a liquid crystal display
(LCD).
4. The system of Claim 3, wherein said LCD has enhanced brightness
during light ambient conditions which allows said customer to more easily view said
displayed information.
5. The system of Claim 1, wherein said master interface system
transmits said information wirelessly to each said display subassembly.
6. The system of Claim 1, wherein said master interface system logs in
to a central office system to download updates of said information.
7. The system of Claim 6, wherein said central office downloads only
said information which is different than said information already stored on said
master interface system.

8. The system of Claim 1, wherein said master interface system is located proximate to said one or more fuel dispensers.

9. The system of Claim 1, wherein said master interface system is physically mated to one of said one or more fuel dispensers.

10. The system of Claim 1, wherein said master interface system executes programming according to a programmed schedule.

11. The system of Claim 1, wherein said master interface system present emergency broadcast and local public service announcements to said customer.

12. The system of Claim 1, wherein said display subassembly is operable to present said information when a sensor is triggered in response to the arrival of said customer at a select one of said one or more fuel dispensers.

13. The system of Claim 1, wherein said display subassembly is operable to automatically adjust the brightness of an electronic display of said display subassembly in accordance with ambient light conditions.

14. The system of Claim 1, wherein said display subassembly is operatively connected to a video camera which focuses on the demeanor of said customer during presentation of said information.

15. The system of Claim 1, wherein said display subassembly comprises a coupon dispenser for dispensing coupons to said customer in response to a promotional program.